

Message Text

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PAGE 01 SINGAP 04412 011052Z

43

ACTION EA-10

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FM AMEMBASSY SINGAPORE

TO USDOC WASHDC

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FROM ECON/COMMERCIAL SECTION, USRTC

USDOC FOR OIM/BIC/SONNE

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: REVISED FY '76 PROMOTION EVENT SCHEDULE

REF: (A) STATE 235475

(B) STATE A-7171

1. EMBASSY CONCURS CHANGES IN FY'76 EVENT SCHEDULE AS
CITED REF (A) WITH FOLLOWING EXCEPTION.

2. WE CONSIDER MOST INADVISABLE OIM SUGGESTION TO SUBSTITUTE
LOCALLY PROCURED PORTABLE POWER/HAND TOOLS EXHIBITION FOR
U.S. PROCURED EVENT. LOCAL UNIVERSE OF OLD-TO-MARKETS
HERE GENERALLY MUCH TOO LIMITED ANY SINGLE CATEGORY TO
SUPPORT SUCCESSFUL LOCAL SOLICITATION OF MAJOR EXHIBITION.
ALTHOUGH ADMITTEDLY NOT AN EXACT PARALLEL SITUATION,
NUMBERS-WISE, EFFORT COULD BE ANALOGOUS TO OIM ATTEMPTING
SOLICITATION OF MAJOR EVENT, UTILIZING ONLY POTENTIAL
PARTICIPANT UNIVERSE IN SINGLE INDUSTRIAL CITY IN U.S.
HAVING TWO MILLION POPULATION.

3. SPECIFICALLY RE THE PORTABLE POWER/HAND TOOLS THEME, EMBASSY
ABLE IDENTIFY ONLY 11 LOCAL REPRESENTATIVES OF U.S. LINES
THIS CATEGORY. EVEN IF UNIVERSE SOMEWHAT LARGER, THIS
MUCH TOO SMALL TO SUSTAIN PROCUREMENT FULL SHOW. MOST
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PAGE 02 SINGAP 04412 011052Z

REPRESENTATIVES WOULD ALSO REQUIRE SUPPORT OF U.S. PRINCIPALS.

FURTHERMORE ONE OF KEY FIRMS, BLACK AND DECKER, PLANNING MAJOR TWO-WEEK SOLO AT USRTC MARCH 1975.

4. IN LIGHT OF THIS SITUATION, THE NARROWNESS OF TOOLS THEME ACKNOWLEDGED IN OIM'S EVALUATION, REF (B), OF POST PTR WHICH DID NOT SPECIFICALLY SUGGEST A TRADE CENTER SHOW THIS THEME, AND IN VIEW NEED TO MOUNT AN EFFECTIVE, FULL-SCALE EXHIBITION EMBRACING BOTH NEW-TO-MARKET AND OLD-TO-MARKET FIRMS, WE ERNESTLY HOPE OIM CAN SUBSTITUTE APPROPRIATE THEME INVOLVING NORMAL U.S. PROCUREMENT. USRTC WILL PROVIDE USUAL BACK-UP ASSISTANCE RE LOCAL AGENTS OF OIM PROSPECTS.

5. WHEN POWER/HAND TOOLS PROMOTED, WE FEEL MORE EFFECTIVE TO INCLUDE WITH RELATED VERTICAL THEME SHOWS, SUCH AS HAND TOOL LINE INCLUDED IN JUNE 1974 AVIATION EVENT. TARGET AUDIENCE CAN THEN BE WELL DEFINED. IN FACT BOTH JULY '75 SHIPBUILDING AND MARCH '76 WOODWORKING EXHIBITIONS CAN BE EXPECTED TO INCLUDE RELATED POWER/HAND TOOL LINES.

6. AS ALTERNATIVE THEME FOR U.S. PROCURED EVENT, SEPTEMBER 1975, OIM MAY WISH CONSIDER REPEAT OF JULY 1973 MARINE ELECTRONICS, COMMUNICATIONS, NAVIGATION AND INSTRUMENTATION EQUIPMENT EVENT. A REVIEW OF LATEST OVERSEAS EXPORT PROMOTION CALENDAR REVEALS NO APPARENT DIRECT CONFLICTS THIS THEME. UPDATED RESEARCH MIGHT WELL VALIDATE CONTINUED VIABILITY THIS THEME IN LOCAL MARKET.

7. RE PROPOSED MARCH '76 USRTC EXHIBITION OF WOODWORKING EQUIPMENT, WE HAVE NO OBJECTION THIS THEME. ASSUME MARKET RESEARCH WILL BE AUTHORIZED.
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